- HBO observing landmark tenth anniversary
- Times Mirror brings its own style to cable
- Daytime ARTS merger on the drawing board
- Industry perks up election on coverage, results

# CableVision

The news and features weekly of the cable television industry November 15, 1982 $3.00

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## Cable week begins

The Entertainment Channel Reveals Sub Numbers

CableVision | November 15, 1982. Volume 8, Number 11

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## Times Mirror

Its new headquarters in Irvine, Calif., reflect Times Mirror's conservative management and disdain for Hollywood-style self-aggrandizement. **Page 83.**

## Merger signaled

Daytime and ARTS merge into a single network on a single transponder early next year, with an expansion of Daytime's programming hours into early evenings and weekends. **Leading the week, pages 13-20.**

## Programming conference

Some 2,000 operators and programming executives are expected to gather in Los Angeles this weekend for act one of California's "cable week"—the NCTA Programming Conference. **Leading the week, pages 13-20.**

## Battle guides

*TV Guide* and *Premium Channels*, anticipating Time Inc.'s new cable guide, offer choices to operators in search of a cable-guide alternative. **Leading the week, pages 13-20.**

## Election coverage

National and local cable programmers offered varied coverage—in some cases topping other local media—of elections just as significant and interesting as the coverage. **Leading the week, pages 13-20.**

## Teletext extension

The Tribune Co., UPI and CBS lend their substantial resources to teletext ventures, a growing sector of the cable programming industry. **Leading the week, pages 13-20.**

## Tenth anniversary

HBO, which started on Nov. 8, 1972, was the first pay cable service to go satellite and the first to turn a profit. Now, after a decade of innovation, Time Inc. sees its offspring maturing. **Page 27.**

## Playboy Channel debut

Formerly Escapade, the channel will feature at least eight new programs with "sophistication and style" in serious and playful looks at adult foibles. **Page 34.**

## The Who

Rock and roll's second pay-per-view event—The Who's final concert of their last tour—is expected to make a big splash. **Page 34.**

## Technology litigation

Bell Labs, Western Electric suit alleges General Instrument received and exploited proprietary videotex system technology. General Instrument denies wrongdoing. **Page 41.**

## Legal tightrope

Cable operators are studying leased access as a revenue-raiser but at least one Washington, D.C., attorney is alerting them to common-carrier troubles. **Page 107.**

## Security help

Glendale, Calif., manufacturer offers lightweight, self-powered cable adaption of telco-delivered security systems. **Page 109.**

## About the cover

Beverly Theater in Los Angeles is the site of ACE Awards ceremony, the finale to NCTA's Programming Conference.

## This week in PLUS

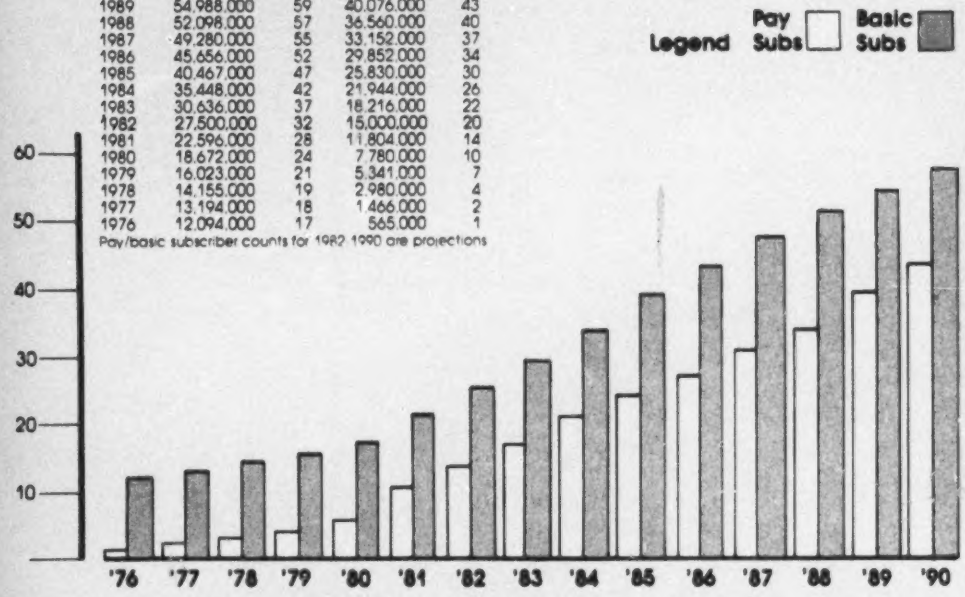
The Entertainment Channel, although launched at a bad financial time, is gaining momentum. By mid-November, it expects its subscriber count to reach 45,000. How did it succeed and what does the company see for the future? Jean Grillo examines TEC's history and operator reactions . . . Next, *Plus* looks at cable audio. Yes, you can already get FM for free but cable may give you a good reason to change your mind. With FM cable hookups, operators can turn cable audio into a source of revenue and high-quality music transmission instead of just background for alphanumeric channels. Transmission of classical and jazz stations, satellite programming stations and simulcasting of musically oriented cable programs all become possible. Cable audio may prove to be a good way to turn weary FM listeners into cable subscribers. **Pages 57-82.**

# Cable stats

## Pay/basic cable growth

| Year | Basic Subscribers | % of TVHHs | Pay Subscribers | % of TVHHs |
|---|---|---|---|---|
| 1990 | 58,900,000 | 62 | 43,700,000 | 46 |
| 1989 | 54,988,000 | 59 | 40,076,000 | 43 |
| 1988 | 52,098,000 | 57 | 36,560,000 | 40 |
| 1987 | 49,280,000 | 55 | 33,152,000 | 37 |
| 1986 | 45,656,000 | 52 | 29,852,000 | 34 |
| 1985 | 40,467,000 | 47 | 25,830,000 | 30 |
| 1984 | 35,448,000 | 42 | 21,944,000 | 26 |
| 1983 | 30,636,000 | 37 | 18,216,000 | 22 |
| 1982 | 27,500,000 | 32 | 15,000,000 | 20 |
| 1981 | 22,596,000 | 28 | 11,804,000 | 14 |
| 1980 | 18,672,000 | 24 | 7,780,000 | 10 |
| 1979 | 16,023,000 | 21 | 5,341,000 | 7 |
| 1978 | 14,155,000 | 19 | 2,980,000 | 4 |
| 1977 | 13,194,000 | 18 | 1,466,000 | 2 |
| 1976 | 12,094,000 | 17 | 565,000 | 1 |

Pay/basic subscriber counts for 1982-1990 are projections




### Cable barometer

Television households (TVHH) ..... 82,100,000
Homes passed by cable (HP) . 45,310,421
Percent of TVHH passed by cable ..... 55.2%
Basic cable subscribers .. 26,991,845
Percent of TVHH with basic cable ..... 32.9%
Percent of HP with basic cable ..... 59.6%
Pay cable units ..... 14,550,000
Percent of TVHH with pay cable ..... 17.7%
Percent of HP with pay cable ..... 32.1%
Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

## Cable penetration in top 25 TV markets

| Rank | Market | Cable subscribers |
|---|---|---|
| 1. | New York City | 2,618,719 |
| 2. | Los Angeles | 725,807 |
| 3. | Chicago | 275,094 |
| 4. | Philadelphia | 773,525 |
| 5. | San Francisco | 726,060 |
| 6. | Boston | 409,520 |
| 7. | Detroit | 205,422 |
| 8. | Washington, D.C. | 188,872 |
| 9. | Cleveland | 291,285 |
| 10. | Dallas/Fort Worth | 234,495 |
| 11. | Houston | 363,981 |
| 12. | Pittsburgh | 444,168 |
| 13. | Miami | 305,654 |
| 14. | Seattle/Tacoma | 425,659 |
| 15. | Minneapolis/St. Paul | 85,251 |
| 16. | Atlanta | 237,698 |
| 17. | St. Louis | 168,835 |
| 18. | Tampa/St. Petersburg | 265,048 |
| 19. | Denver | 161,465 |
| 20. | Baltimore | 108,150 |
| 21. | Sacramento/Stockton | 222,954 |
| 22. | Indianapolis | 204,599 |
| 23. | Portland | 172,694 |
| 24. | Phoenix | 97,713 |
| 25. | Hartford/New Haven | 354,373 |

**Note:** Cable penetration within 50-mile radius of market city; sub totals are as of 10/82.

### Corrections and clarifications

The Entertainment Channel is a satellite-fed pay programming service, not basic, as was listed in "Cable stats" 11/1/82. Financial News Network reports a subscriber count of 5,236,524. This number represents households able to receive the service.

# Top 100 MSOs

| Rank | Multiple System Operator | Basic Subs | |
|---|---|---|---|
| 1. | Tele-Communications Inc.[1] | 2,200,000 | |
| 2. | American Television and Communications | 2,005,000 | (10/82) |
| 3. | Group W Cable | 1,759,921 | |
| 4. | Cox Cable Communications | 1,227,543 | |
| 5. | Storer Cable Communications | 1,085,478 | |
| 6. | Warner Amex Cable Communications | 1,000,000 | |
| 7. | Times Mirror | 715,754 | (7/82) |
| 8. | Newhouse Broadcasting[2] | 661,712 | |
| 9. | Rogers-UA Cablesystems | 661,509 | |
| 10. | Viacom Cablevision[3] | 568,971 | (7/82) |
| 11. | Continental Cablevision | 532,000 | |
| 12. | United Cable Television Corp. | 504,324 | |
| 13. | Sammons Communications | 503,794 | |
| 14. | TeleCable Corp. | 354,500 | |
| 15. | Capital Cities Cable | 308,358 | |
| 16. | General Electric Cable | 300,000 | |
| 17. | Cablevision Systems Development | 264,000 | |
| 18. | Heritage Communications | 257,964 | |
| 19. | Comcast Corp. | 249,834 | (7/82) |
| 20. | Liberty Communications | 233,000 | (6/82) |
| 21. | Wometco Communications | 215,818 | |
| 22. | Tele-Media Corp. | 207,800 | |
| 23. | TCA Group | 206,500 | |
| 24. | Service Electric Cable TV | 189,500 | |
| 25. | Multimedia Cablevision[4] | 184,898 | |
| 26. | Maclean Hunter | 181,002 | |
| 27. | Jones Intercable | 178,695 | |
| 28. | Daniels & Associates | 178,100 | |
| 29. | Century Communications | 170,000 | |
| 30. | Colony Communications | 168,169 | (7/82) |
| 31. | Western Communications | 151,200 | |
| 32. | Prime Cable | 145,000 | |
| 33. | Centel Cable Television | 137,438 | (5/82) |
| 34. | Harris Cable Corp. | 122,500 | |
| 35. | Rollins Cable Vue | 119,600 | |
| 36. | Tribune Cable Communications | 117,000 | |
| 37. | Midwest Video | 114,615 | (12/81) |
| 38. | Communications Service Inc. | 110,000 | (8/81) |
| 39. | Harron Communications | 102,341 | |
| 40. | McCaw Communications | 101,855 | |
| 41. | Cable Vision Industries | 95,645 | |
| 42. | Buckeye Cablevision | 93,113 | |
| 43. | Communications Systems Inc. | 90,741 | |
| 44. | Sutton Capital Group[5] | 90,008 | |
| 45. | Midcontinent Cable Systems[6] | 87,144 | |
| 46. | Armstrong Utilities | 85,966 | |
| 47. | Adams-Russell | 85,000 | |
| 48. | Cable America | 84,600 | |
| 49. | McDonald Group | 79,444 | |
| 50. | Southmedia | 78,658 | |
| 51. | Cablentertainment | 78,582 | |
| 52. | Omni Cable TV | 78,099 | |
| 53. | Buford Television | 76,653 | |
| 54. | Multi-Channel TV Cable Co. | 75,400 | |
| 55. | Televents | 73,532 | |
| 56. | King Videocable Co. | 72,859 | |
| 57. | Alda Group | 71,446 | |
| 58. | The Essex Group | 70,298 | |
| 59. | American Cablesystems Corp. | 67,658 | |
| 60. | Summit Communications | 67,245 | |
| 61. | Perry Cable TV Corp. | 66,536 | |
| 62. | Palmer Communications | 65,939 | |
| 63. | WEHCO Video | 62,554 | |
| 64. | National Telecommunications Co. | 62,125 | |
| 65. | Omega Communications | 60,000 | |
| 66. | Coaxial Communications | 60,000 | |
| 67. | Ultracom Inc. | 59,189 | (10/82) |
| 68. | Acton Corp. | 57,688 | |
| 69. | Booth Communications | 56,112 | |
| 70. | US Cable Corp. | 56,273 | |
| 71. | Pencor Services Inc. | 55,102 | |
| 72. | Harte-Hanks Communications | 53,000 | (6/82) |
| 73. | Consolidated Cable Systems | 51,900 | |
| 74. | Marsh Media | 50,808 | |
| 75. | Falcon Communications | 50,000 | |
| 76. | Total TV Inc. | 48,188 | |
| 77. | Clear TV Cable Corp. | 46,065 | |
| 78. | The Daily Press | 46,000 | |
| 79. | Adelphia Communications | 44,331 | |
| 80. | Sonic Cable TV | 43,995 | |
| 81. | Lenfest Group | 42,552 | |
| 82. | Greater Media | 42,000 | |
| 83. | Susquehanna Broadcasting | 40,500 | |
| 84. | NorCal Cablevision (McClatchy-Viacom) | 40,457 | |
| 85. | Selkirk Communications | 39,380 | (10/82) |
| 86. | American Cable Television Inc. (Phoenix, Ariz.) | 37,089 | |
| 87. | Joseph S. Gans | 33,300 | (3/82) |
| 88. | Cable Holdings Inc. | 30,000 | |
| 89. | Columbia Communications | 28,586 | |
| 90. | Helicon Corp. | 28,200 | |
| 91. | United Video Management | 28,000 | |
| 92. | Mid America Media | 27,760 | |
| 93. | The LBJ Co. | 26,717 | |
| 94. | Cable Communications of Iowa | 26,483 | |
| 95. | National CableSystems Inc. | 25,600 | |
| 96. | United Broadcasting | 25,440 | |
| 97. | Matrix Enterprises | 25,251 | |
| 98. | Mickelson Media | 25,144 | |
| 99. | Combined Cable Communications | 25,072 | |
| 100. | MultiVision Group | 24,694 | |

[1] Number is a company estimate; the last official subscriber count is as of 12/81.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes 40% ownership in NorCal Cablevision.
[4] Includes Tar River Communications.
[5] Includes systems owned and with controlling interest.
[6] Includes owned and partially owned systems.

# Top 100 systems

| Rank | Location | Operator | Basic Subs | |
|---|---|---|---|---|
| 1. | San Diego, Calif. | Cox Cable | 218,902 | (6/82) |
| 2. | Oyster Bay (Long Island), N.Y. | Cablevision Systems | 169,448 | |
| 3. | Manhattan, N.Y. | ATC | 159,225 | (6/82) |
| 4. | West Orange, N.J. | MacLean Hunter | 140,907 | |
| 5. | Santa Monica (L.A. area), Calif. | Theta Cable | 129,807 | |
| 6. | San Antonio, Texas | Rogers-UA | 128,255 | |
| 7. | Wayne, N.J. | Rogers-UA Cable | 109,900 | |
| 8. | Tulsa, Okla. | United Cable | 101,272 | |
| 9. | Audubon, N.J. | NYT Cable | 94,777 | |
| 10. | Erie County, N.Y. | Prime Cable | 96,300 | |
| 11. | San Jose, Calif. | Gill Industries | 91,954 | |
| 12. | Tidewater, Va. | Cox Cable | 86,973 | |
| 13. | Austin, Texas | ATC | 83,500 | (6/82) |
| 14. | Central Islip, N.Y. | Viacom | 82,603 | |
| 15. | Orlando, Fla. | ATC | 80,450 | (6/82) |
| 16. | Seattle, Wash. | Group W Cable | 77,840 | |
| 17. | Jefferson Parish/Kenner, La. | Cox Cable | 75,991 | |
| 18. | Manhattan, N.Y. | Group W | 75,000 | |
| 19. | Toledo, Ohio | Buckeye Cablevision | 74,628 | |
| 20. | Honolulu, Hawaii | ATC | 71,000 | (6/82) |
| 21. | Grand Rapids, Mich. | General Electric | 70,725 | |
| 22. | Wilmington, Del. | Rollins Cable | 70,456 | |
| 23. | Houston, Texas | Gulf Coast Cable | 70,406 | |
| 24. | Memphis, Tenn. | ATC | 65,550 | (6/82) |
| 25. | Jacksonville, Fla. | ATC | 65,100 | |
| 26. | Baton Rouge, La. | Daniels | 63,500 | |
| 27. | San Francisco, Calif. | Viacom | 62,137 | (5/82) |
| 28. | San Diego, Calif. | ATC | 61,575 | (6/82) |
| 29. | Columbus, Ohio | Warner Amex | 60,000 | |
| 30. | Flint, Mich. | Comcast | 59,929 | |
| 31. | Wichita, Kan. | Multimedia Cable | 59,710 | (6/82) |
| 32. | Baltimore County, Md. | Caltec Cable | 59,517 | |
| 33. | Monterey, Calif. | Western | 58,000 | |
| 34. | Santa Barbara, Calif. | Cox Cable | 57,680 | |
| 35. | Buffalo, N.Y. | Minneapolis Star | 57,629 | |
| 36. | Henrico County/Richmond, Va. | Continental | 56,000 | (5/82) |
| 37. | Allentown, Pa. | Twin County | 55,000 | |
| 38. | Suburban Rochester, N.Y. | People's Cable | 54,841 | |
| 39. | Melbourne, Fla. | ATC | 53,925 | (6/82) |
| 40. | Greater San Juan, Puerto Rico | Harris Cable | 53,333 | |
| 41. | El Paso, Texas | Group W Cable | 52,319 | |
| 42. | Harrisburg, Pa. | Sammons | 52,066 | |
| 43. | Snohomish County, Wash. | Viacom | 51,444 | |
| 44. | Binghamton, N.Y. | NewChannels | 51,126 | |
| 45. | Louisville, Ky. | Times Mirror | 50,412 | |
| 46. | Seattle, Wash. | Viacom | 49,647 | |
| 47. | Pompano Beach, Fla. | American Cable TV | 49,257 | |
| 48 | Boston Complex, Mass. | Warner Amex | 49,200 | |
| 49. | Dade/Broward counties, Fla. | Storer | 48,723 | |
| 50. | Columbus, Ohio | Coaxial Comm. | 48,498 | |
| 51. | Sarasota, Fla. | Storer Cable | 48,013 | |
| 52. | Des Moines, Iowa | Heritage | 47,392 | |
| 53. | Englewood, Colo. | United Cable | 47,592 | |
| 54. | West Haven, Conn. | Storer | 46,657 | |
| 55. | Canton, Ohio | Warner Amex | 47,200 | |
| 56. | Reading, Pa. | ATC | 47,000 | (6/82) |
| 57. | Charleston, S.C. | Storer | 46,877 | |
| 58. | Shreveport, La. | ATC | 46,500 | |
| 59 | Hartford/Meriden, Conn. | Times Mirror | 46,430 | |
| 60. | Peoria, Ill. | General Electric | 46,000 | |
| 61. | San Rafael/Marin, Calif. | Viacom | 45,854 | |
| 62 | San Diego County, Calif. | Times Mirror | 45,763 | |
| 63. | Charlotte, N.C. | ATC | 45,700 | (6/82) |
| 64. | Akron, Ohio | Warner Amex | 44,400 | |
| 65. | Jackson, Miss. | ATC | 44,050 | (6/82) |
| 66. | Eugene, Ore. | Group W Cable | 43,851 | |
| 67. | NW Houston, Texas | Warner Amex | 43,700 | |
| 68. | Albany, N.Y. | ATC | 43,375 | (6/82) |
| 69. | New Britain, Conn. | United | 42,923 | |
| 70. | Spokane, Wash. | Cox Cable | 42,300 | |
| 71. | Scranton, Pa. | Verto Cable TV | 41,815 | |
| 72. | Birmingham, Ala. | ATC | 41,400 | (6/82) |
| 73. | Moline/Quint Cities, Ill. | Cox Cable | 41,106 | |
| 74. | Bridgeport, Conn. | Alda Group | 41,100 | |
| 75. | Concord, Calif. | Western | 40,900 | |
| 76. | Bakersfield/Kern Co., Calif. | Warner Amex | 40,116 | |
| 77. | Branford, Conn. | Rollins Cable | 40,000 | |
| 78. | Lincoln, Neb. | MetroVision | 39,868 | |
| 79. | Brookhaven, N.Y. | Rogers-UA Cable | 39,645 | (4/82) |
| 80. | Lansing, Mich. | Continental | 39,500 | |
| 81. | Port Arthur, Texas | Liberty | 39,314 | |
| 82. | Overland Park, Kan. | TeleCable Corp. | 39,200 | (5/82) |
| 83. | Albuquerque, N.M. | Tribune Cable | 39,113 | |
| 84. | Kansas City, Mo. | ATC | 39,025 | |
| 85. | St. Petersburg, Fla. | Group W Cable | 38,593 | |
| 86. | West Palm Beach, Fla. | Group W Cable | 38,199 | |
| 87. | Cleveland, Ohio | Viacom | 37,903 | |
| 88. | Winston-Salem, N.C. | Summit Commun. | 37,819 | |
| 89. | Deerfield, N.Y. | Harron Commun. | 37,577 | |
| 90. | Fayetteville, N.C. | ATC | 37,525 | (6/82) |
| 91. | Honolulu, Hawaii | TV Systems Inc. | 37,500 | |
| 92. | Springfield, Ill. | Times Mirror | 37,303 | |
| 93. | Dover, N.J. | Sammons | 37,200 | |
| 94. | Beacon, N.Y. | Colony Commun. | 36,112 | |
| 95. | Cleveland, Ohio | Cox Cable | 35,756 | |
| 96. | South Bend, Ind. | Buford | 35,552 | |
| 97. | Atlanta, Ga. | Cable America | 35,500 | |
| 98. | Colorado Springs, Colo. | ATC | 35,175 | |
| 99. | Pensacola, Fla. | Cox Cable | 35,077 | |
| 100. | Palm Desert, Calif. | Palmer Commun. | 35,000 | |

**Note:** Subscriber counts for MSOs and systems are as of 9/82 unless noted otherwise.